

Flee Cab App Design

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Project overview



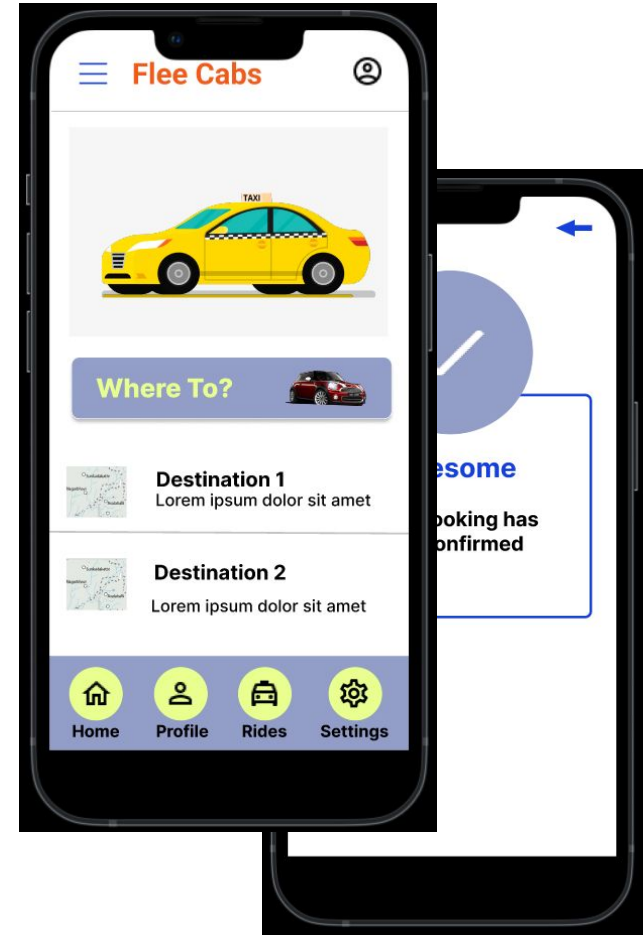
The product:

Flee Cab App service is to provide customers to select a wide range of cabs according to their requirements and can easily schedule or book a car online for their transport. We want to create a product that can compete in the market, improve sales, and increase customer satisfaction.



Project duration:

February 2022 to April 2022



Project overview



The problem:

Users want to use the transport system of their choice to travel from one location to other location by choosing at their convenient time.



The goal:

Design an App to provide customers select a wide range of cabs according to their requirements and can easily schedule a car for their transport and can also track their booking online.

Project overview



My role:

UX designer designing an app for Flee Cabs from conception to delivery.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for their needs. A primary user group identified through research Was Working employees use the transport to travel to the offices without waiting for long hours .

This user group confirmed initial assumptions about Flee Cab App customers, but research also revealed that time and place were the factors limiting users to use public transport.

Other user problems included obligations, interests, or challenges that make it difficult to get transport from certain places and at certain times.

User research: pain points

1

Time

Working Adults and users on their busy schedule find it difficult to wait for the public transport or other transport services

2

Place

Public Transport and other transport services are not available from their current location/every remote location.

3

Accessibility

Public Transport and other transport are not equipped with assistive technologies

4

Comfort

Users can avoid exposing to virus on present scenario without exposing to more people

Persona: Alle

Problem statement:

Alle is a Home Maker who needs easy online cab service app to drop her children to school because her husband strats early to office.



Alle

Age: 40
Education: B.A
Hometown: Raipur
Family: Husband with 2 children
Occupation: House Wife

“Need Cab service to pick and drop her children to school ”

Goals

- Need cab service to pick and drop the kids to school.
- Need app to track the cab for the safety .
- Should be able to drop to school on time

Frustrations

- Cab does not arrives on time .
- Unable to track the cab status.
- Finds difficult to drop the children to school on time.

Alle is a house wife and her husband starts early at 7 am to office and comes by 9pm in the night. She manages the household work and wants an cab service with good driver to pick and drop the children to school on time. She finds the cabs services arrive somewhat late to pick and drop which frustrates her using the service.

User journey map

Alle's user journey Mapping revealed how helpful it would be for users to have a Flee cab app.

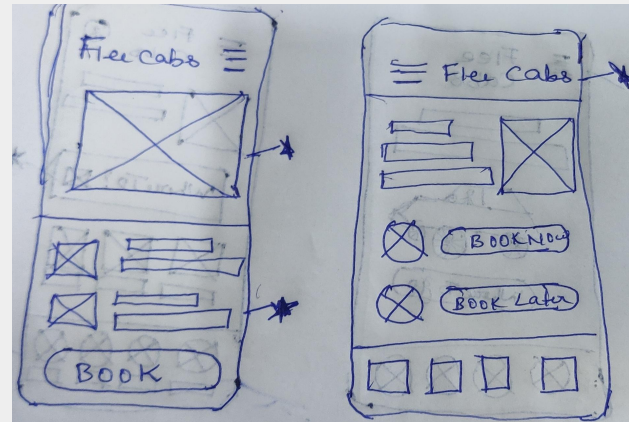
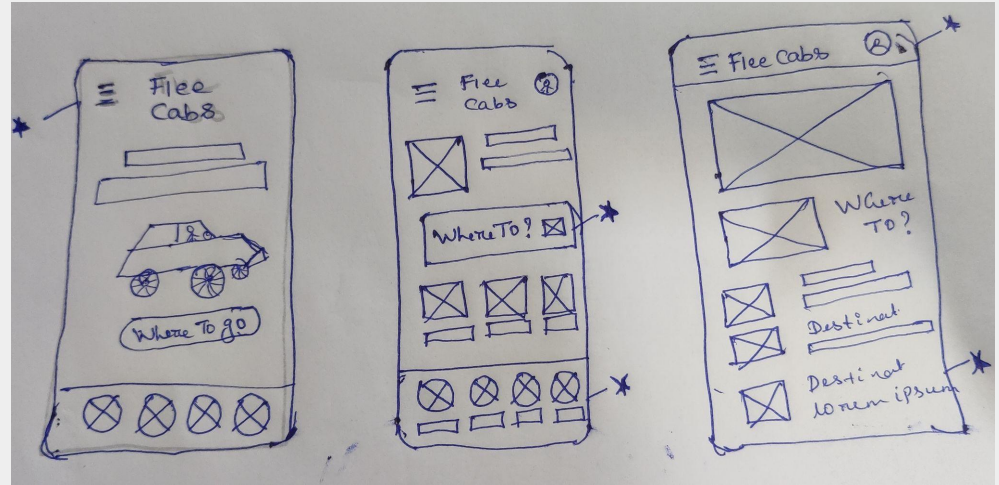
Persona: Alle

Goal: Need Cab service to pick and drop her children to school

ACTION	Select Good Cab Service	Check driver & other details	Select Time & Address	Book a cab for pick & drop	Track cab
TASK LIST	A. Decide which cab to select B. Search nearby cab services C. Select a cab	A. Check for driver details B. check for the other cab features.	A. select the time for pick up B. Enter address and other details. C. Enter mandatory details.	A. Confirm the correct details for pick up B. Check for the time selected is proper C. Confirm the pick up.	A. Track the cab by checking the directions
FEELING ADJECTIVE	Cab services sometimes are not available	Driver details and cab details are not proper. Cabs are not sanitized properly	Some mandatory field involves confusion and unable to proceed further	Arrives late irrespective of the mentioned time due to traffic	Can track using the directions in the App
IMPROVEMENT OPPORTUNITIES	Cab services should involve more number of cars.	Provide valid id proof for better safety	Remove unnecessary fields	App should display the right time	Provide some discounts

Paper wireframes

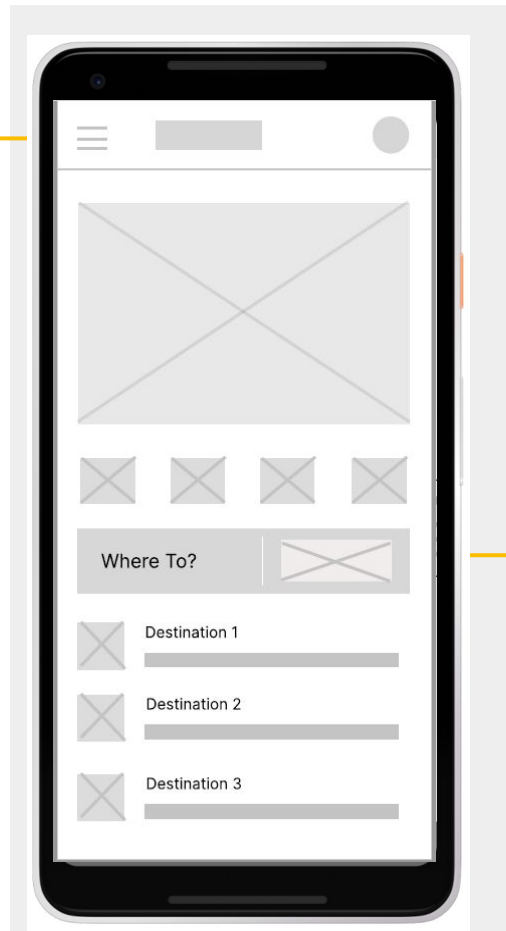
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy scheduling process** to help users save time.



Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

The Menu hamburger burger provides to user to navigate to other screens

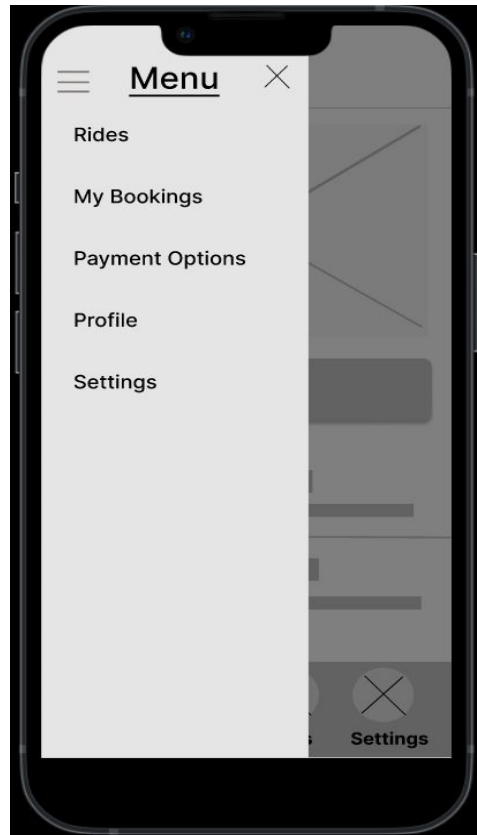


This Option is provided to make the user understood where to click to schedule a cab

Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

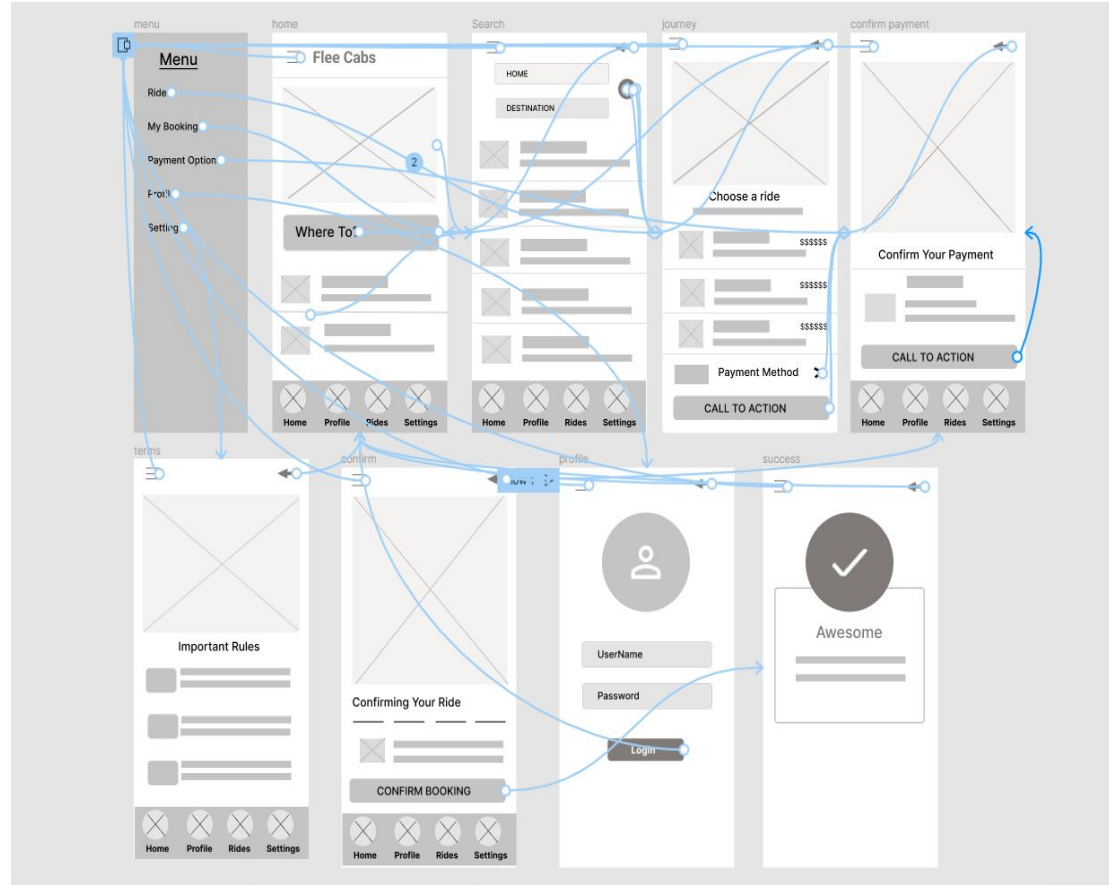
Easy access to navigation that's screen reader friendly.



Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and booking a cab, so the prototype could be used in a usability study.

View the Flee Cab App [low-fidelity prototype](#)



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 Users want to book cab easily for travel
- 2 Users want more cab options to choose
- 3 Users want quick option to schedule

Round 2 findings

- 1 The Menu navigation can be customized
- 2 Confirmation page can be added before success page
- 3 Fine tuning to avoid confusing

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

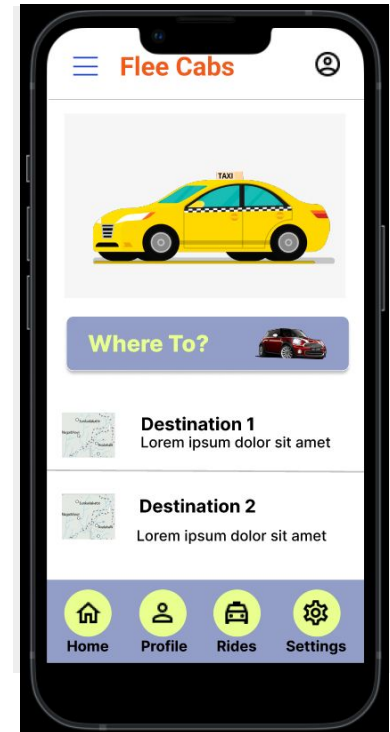
Mockups

Before usability study we had a simple design, but after the usability studies, I added profile icon and images for better understanding. I also revised the design so users see **all the customization options** when they first land on the screen.

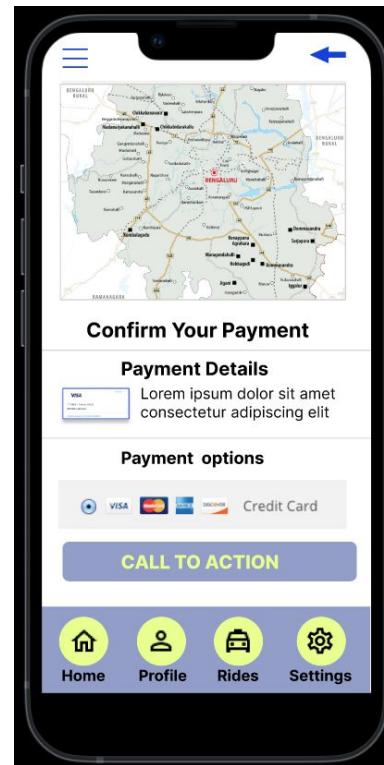
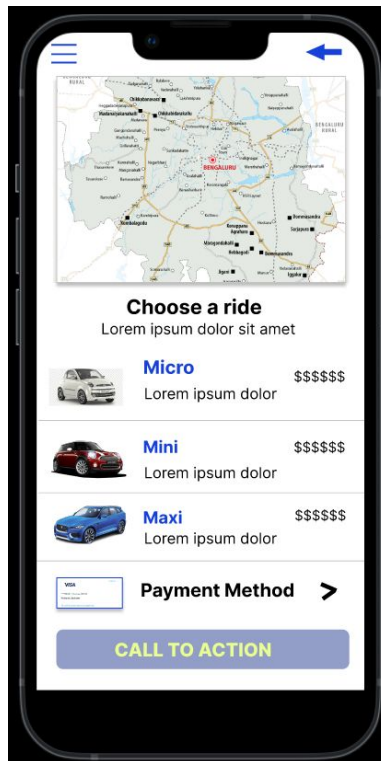
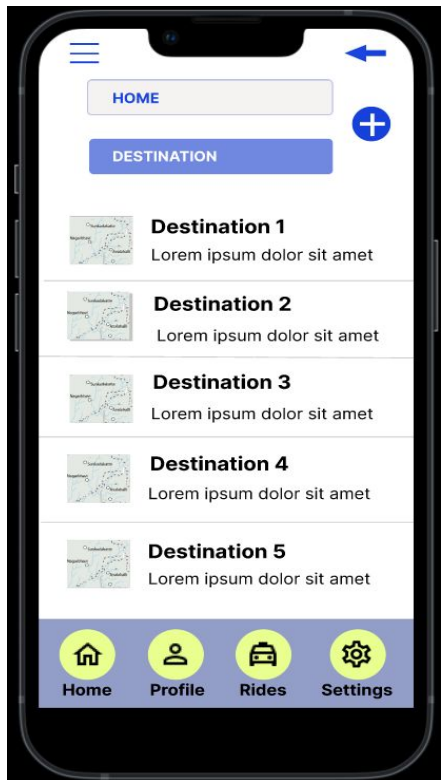
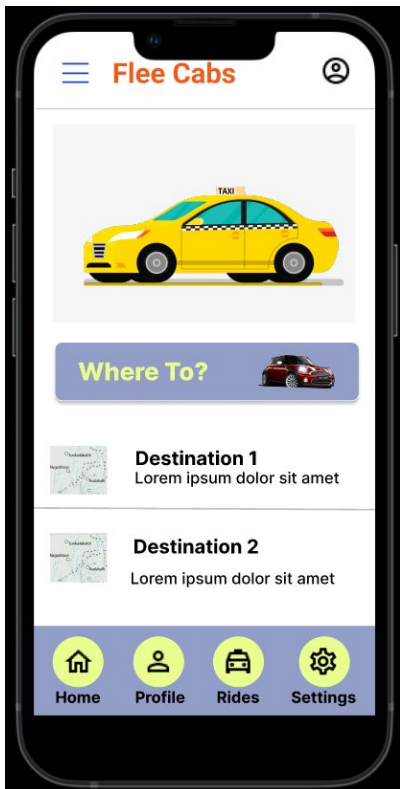
Before usability study



After usability study



Mockups



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for booking a cab. It also met user needs for a pickup & drop options from their selected place.



View the Flee Cab App [high-fidelity prototype](#)

Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help make navigation easier.

3

Used detailed imagery of cars to help all users better understand the designs.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like Flee Cab App really thinks about how to meet their needs.

One quote from peer feedback:

"The app was so well designed so that I can quickly schedule a cab! I would definitely use this app as a go-to for my travel."



What I learned:

While designing the Flee Cab app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

3

Check on the refinement of the App

Let's connect!



Thank you for your time reviewing my work on the Flee Cab app! If you'd like to see more or get in touch, my contact information is provided below.

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